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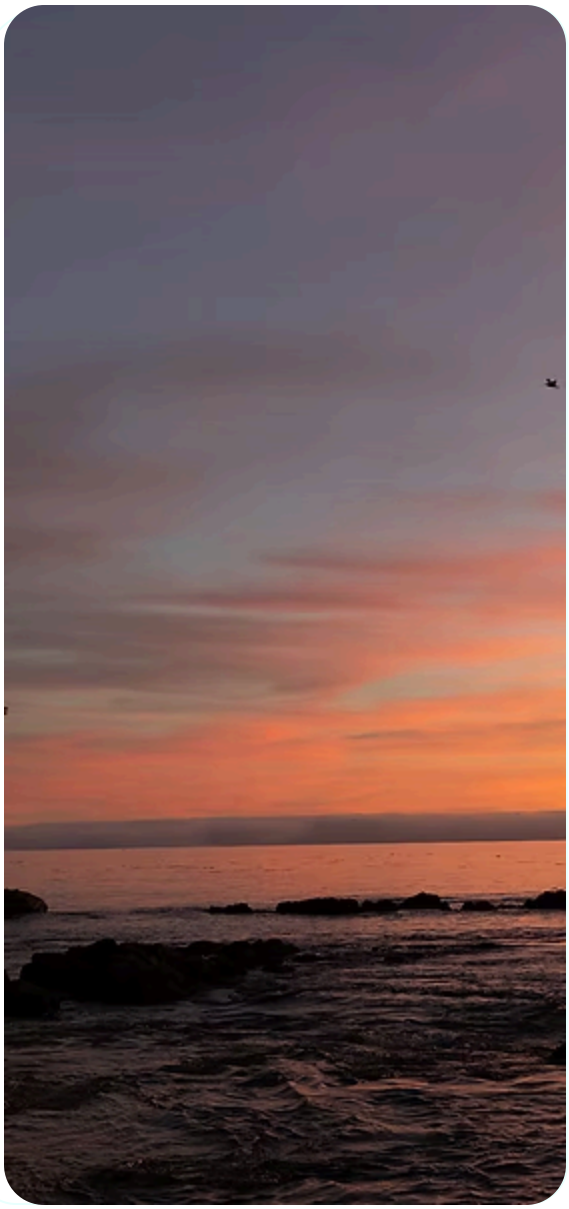

The American Society of Perfumers (ASP) is delighted to announce that the 2026 World Perfumery Congress (WPC) will take place from June 23-25, 2026, at the Monterey Conference Center in Monterey, California.

“Monterey is the perfect setting for WPC, offering a breathtaking natural landscape that will serve as an oasis for perfumers,” said Roger Howell, President of the ASP. “Surrounded by the. beauty of the Pacific coastline, attendees will find endless inspiration while connecting with peers and shaping the future of fragrance.”

WPC unites professionals from across the fragrance industry perfumers, brands, manufacturers, and suppliers—to exchange insights, showcase innovations, and explore the evolving landscape of scent creation. As the premier global

platform, WPC fosters invaluable networking opportunities while advancing both the artistry and science of perfumery.

For the 2026 event, the ASP is proud to partner with Paramount Events, LLC as its new event management team. Additionally, Noted Communications, LLC has been selected to lead marketing and communications efforts, ensuring a dynamic and engaging experience for attendees.

As part of this exciting new chapter, the ASP is also unveiling a revamped WPC logo, symbolizing the event's evolution while staying true to its rich heritage. "The refreshed logo represents WPC's commitment to innovation and

excellence," said Howell. "It reflects our mission of fostering creativity, collaboration, and growth within the fragrance community as we look toward the future."

The three-day event will feature a dynamic exhibit hall showcasing the latest advancements in fragrance technology, cutting-edge ingredients, and innovative packaging solutions. Attendees will have the opportunity to explore a vast array of materials, connect with industry leaders, and draw inspiration for the creation of future iconic fragrances.

The 2026 conference program will focus on the evolving landscape of consumer preferences, trend forecasting across key fragrance applications and markets, regulatory developments, technological innovations, and exclusive master perfumer workshops designed to inspire and educate the next generation of scent creators.

Stay tuned for more details on the 2026 WPC, including speaker lineups, session topics, and registration information. Exhibitor and sponsorship opportunities opening soon. A WPC website is forthcoming.

Follow World Perfumery Congress 2026 on LinkedIn. For media inquiries or exhibitor/sponsorship information, contact:

Noted Communications LLC
hi@noted.llc

About the American Society of Perfumers

The American Society of Perfumers is a premier organization dedicated to fostering excellence, creativity, and education within the fragrance industry. Through its events and initiatives, ASP supports perfumers in their professional growth and advances the art and science of fragrance creation.

About Paramount Events, LLC

Paramount Events LLC is an event management company specializing in creating highly immersive and memorable experiences. It is led by experienced professionals with

deep expertise in large-scale B2B conferences, exhibitions, and specialized event activations. The company focuses on strategic planning, creative event design, and operational excellence, ensuring seamless execution while driving engagement and value for attendees and stakeholders.

About Noted Communications LLC

Noted Communications LLC is a dynamic and innovative communications firm specializing in strategic messaging, public relations, and content development for the flavor and fragrance industry. The firm's experienced professionals translate complex ideas into clear, persuasive messaging, offering strategic guidance and innovative solutions tailored to each client's unique goals.

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